

Small Business is Our Business ...
 Small Business Advancement National Center
 University of Central Arkansas
<http://www.sbaer.uca.edu>
 SBANC NEWSLETTER - April 18, 2000

One of the benefits of International Council for Small Business (ICSB) membership. The staff of the Small Business Advancement National Center welcomes the ICSB as one of our sponsors.

THE EIGHTH ANNUAL HIGH TECHNOLOGY AND SMALL FIRMS CONFERENCE

The University of Twente and Manchester Business School (MBS) invites you to attend the eighth High Technology Small Firms (HTSF) conference on May 22-23, 2000 in Enschede, Netherlands. This international conference will provide a unique opportunity for academics, opinion formers, policy makers and practitioners to discuss recent developments in the field of HTSF's.

To find out more information about this conference, visit our Web site at <http://www.sbaer.uca.edu/docs/bulletins/00HTSFCcfp5-22.htm>

32nd ANNUAL INTERNATIONAL CONFERENCE RISING TIDE:
 COMMUNITY DEVELOPMENT FOR A CHANGING WORLD

The Community Development Society invites you to join community development practitioners, theorists, researchers, and citizen leaders from around the world for its 32nd annual international conference to be held in Saint John, New Brunswick, Canada on July 23-26, 2000. The conference will address the rising importance of the community, globalization and community development, innovative community responses, and challenges to community development.

To find out more about this conference, visit <http://www.sbaer.uca.edu/docs/bulletins/00CDScfp7-23.htm>

HOW BIG: A PLAN OR ACCIDENT

This paper was presented by R. Henry Migliore and Mark Sharfman at the 1999 ICSB Conference in Naples, Italy.

The question of how big the firm should be is analyzed. Four considerations are discussed. First is the trend in the total market and the behavior of competition. Second is availability of resources. Third, to grow the business. What is the most efficient use of resources? Fourth is the ability/desire of management and the management system. The authors conclude that the organization should plan toward an optimum size. The plan has a five-year horizon. Each year and when conditions warrant, the strategic plan is updated and revised.

How should the firm grow and expand? The central question is whether to chase the market or control growth. Another question has to do with size of the firm in the long run. Or maybe it's time to retrench? When you chase the market you are reacting to opportunity. This was the strategy of General Patton in World War II: "Take as much ground every day as you can." For the firm, if s expand your market as fast as possible. The notion is "big is better". Many believe the opportunity is there and you better not pass it by or perhaps it is gone forever.

To read this entire paper on firm growth, visit our Web site at <http://www.sbaer.uca.edu/DOCS/99icsb/99ics219.htm>

TIP OF THE WEEK

"The Creative Climate"

Creativity is most likely to occur when the business climate is right. No enterprise will have creative owners and managers long if the right climate is not established and nurtured. Some of the important characteristics of this climate follow:

1. A trustful management that does not overcontrol the personnel.
2. Open channels of communication among all business members.
3. Considerable contact and communication with outsiders.
4. A large variety of personality types.
5. A willingness to accept change.
6. An enjoyment in experimenting with new ideas.
7. Little fear of negative consequences for making a mistake.
8. The selection and promotion of employees on the basis of merit.
9. The use of techniques that encourage ideas, including suggestion systems and brainstorming.
10. Sufficient financial, managerial, human, and time resources for accomplishing goals.

"Entrepreneurship: A Contemporary Approach," Kuratko, Donald F., The Dryden Press, 1998, page 135.

If you have any comments about the SBANC newsletter or if you know of an upcoming small business event to promote, please contact kfe0460@cub.uca.edu

If interested in becoming a member of ICSB, email the International office at <http://www.icsb.org/about/join.htm>

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